



Marketing Playbook Pre-Approved Assets

\$500 Off Two Premium Private Sale Mailers!

Private Sales Regularly Generate 3-4 Weeks Sales in a Single Day

\$500 Off Invoice - "Save The Date" on 10,000+ Premium Look & Feel – Fancy A7 Envelope & high-end bi-fold invite enclosed. "Think Wedding Invitation".

\$500 Off Invoice - Bi-Fold Postcard 8 ½" x 11" Printed on Premium Cover Stock.

Or the LOW Priced 8 1/2" x 11" letter & envelope ONLY 39.9 cents.

- Mail to Neighbors - Home Owners that live close to store - We provide data for you.
- Mine your own customer list - Send us your customer list - We Merge, DeDup & Update home owner movers using our software at No Charge. Extra postage applies.
- No need to call out specific prices - The "Promise of Special Savings" Pulls.
- Our option - Raffle off a KitchenAid Stand Mixer the day of your sale - We ship it to you prior to sale so you can raffle it off. See order form.
- Our option - Add "Lucky Number" to letter - Consecutive numbers listed on each letter for a fully insured \$5,000 Shopping Spree Prize. One 18" x 24" Mounted Prize Board with winning number included. See order form.
- Order 3-4 weeks prior to sale date.
- All orders Include Art with edits, Single Family Postage, Printing, Our Mailing List with Home Owner Median Incomes to "Target", Addressing, inserting into envelope & Shipping to Dealer's Local Post Office for In-Home Delivery.

Bill Menkhus bill_menkhus@invigoratemedias.com Cell 636-524-1240

Doug Nelson doug_nelson@invigoratemedias.com Cell 636-578-8130



“Save the Date” Premium Private Sale

Luxurious “Look & Feel”

*6.25" x 11.5" Premium 80# Gloss Cover folded
& inserted into an A7 White Wove Envelope*



REGULAR
47.9¢
Includes Postage

**SPECIAL
SALE PRICE
ONLY
42.9¢**

KitchenAid®



*Register for a
Chance to Win*

A KITCHENAID®
STAND MIXER!

Semi-Annual
VIP SALE

JOIN US
WEDNESDAY
OCTOBER 28, 2020
1 PM – 8 PM

Artwork Version: SD3538X



YOU ARE CORDIALLY INVITED TO ATTEND OUR

Semi-Annual
VIP SALE

7 HOURS ONLY

WEDNESDAY | OCTOBER 28TH, 2020 | 1 PM - 8 PM



JOIN US
WEDNESDAY, OCT. 28TH
1PM - 8PM

Semi-Annual VIP SALE

12 MONTHS
SPECIAL
FINANCING!*

WE PAY YOUR
SALES TAX!
excludes Jenn-Air Brand appliances

MANUFACTURER
REBATES
AVAILABLE!

COME SEE OUR NEWLY REMODELED KITCHEN DISPLAYS FROM



Dear Friends and Family,

We hope you will join us for our **Semi-Annual VIP Sale** on **October 28, from 1pm to 8pm.**

For **7 hours only**, you will have an opportunity to take advantage of some of our **LOWEST PRICES & BEST DEALS OF THE YEAR!** We are a member of a Multi-Billion dollar buying organization and have negotiated Special Offers on appliance brands including **Maytag, Whirlpool, KitchenAid and Amana.** Save on laundry & kitchen appliance models, including Special Orders. You will get our best prices and still qualify for ALL Manufacturer Rebates.

This VIP Sale will not be advertised on television, radio or in the newspaper. These discounted prices will only be available during these sale hours. **Also take advantage of 12 Months Special Financing during the sale.**

We are here to serve you after the sale. It pays to buy from a locally owned business!

Dealer Staff

Previous sales excluded

*See store for complete details on all claims, offers, financing & rebates.

Gerrit's Appliance | 2410 28th St. SW | Wyoming, MI | 616-532-3626

Preferred Friends

**Register for your chance to WIN
a KitchenAid® Stand Mixer!**

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission to **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid Wednesday, October 28, 2020 ONLY.

Preferred Family

**Register for your chance to WIN
a KitchenAid® Stand Mixer!**

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission to **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid Wednesday, October 28, 2020 ONLY.

KitchenAid®



*Register for a
Chance to Win*

**KitchenAid® 100th Anniversary Edition
Queen of Hearts Stand Mixer!**

**See store for details.*

ANNIVERSARY SALE

73rd

JOIN US
WEDNESDAY, NOV. 11TH
FROM 5PM-9PM

Since 1946

Stewart's
TV & APPLIANCE

YOU ARE CORDIALLY INVITED TO ATTEND OUR

73rd ANNIVERSARY SALE
1 NIGHT ONLY

WEDNESDAY, NOVEMBER 11TH | 5PM – 9PM



12 MONTHS
SPECIAL
FINANCING!*

MANUFACTURER'S REPS
WILL BE ON HAND
FROM 5PM-9PM

SPECIAL IN-STORE
DISCOUNTS
ONE NIGHT ONLY!

Dear Stewart's Preferred Customer,

Stewart's TV & Appliance wants to say "Thank you" for being one of **OUR MOST VALUED CUSTOMERS** by inviting you to our **ANNIVERSARY SALE** on Wednesday, **NOVEMBER 11th** from **5pm-9pm!** COOKING DEMOS, COCKTAILS AND HORS D'OEUVRES!

THE MORE YOU BUY, THE MORE YOU SAVE!

Spend \$499...	Get \$50 Off
Spend \$999...	Get \$100 Off
Spend \$1,499...	Get \$150 Off
Spend \$1,999...	Get \$200 Off
Spend \$2,999...	Get \$300 Off

This promotion will also be valid on our bargain basement models (closeouts, display models, overstock and scratch and dents). Not good with any other in-store rebates.

Special in-store discounts on select items – **ONE NIGHT ONLY!** Manufacturer's reps will be on hand to answer any questions & demonstrate products as well as our sales staff. Bring a friend and register to win a **Special 100 Anniversary Edition KitchenAid Queen of Hearts Mixer!**

As a special **BONUS** to you, Stewart's will be offering **No Interest for 12 Months** on a purchase of \$399 or more.

Make plans now to attend!

See you than,

Stewart's TV & Appliance

*See store for complete details on all financing, offers & rebates. 15933 cheitert ©2020. Invigorate Media, LLC. 800-770-5219

Stewart's TV & Appliance | 468 Cleveland St | Elyria, OH 44035 | 440-365-7321

ADMISSION TICKET

PREFERRED FAMILY

Since 1946
Stewart's
TV & APPLIANCE

Register to WIN a Special 100 Anniversary Edition KitchenAid® Queen of Hearts Mixer

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One entry per customer. One Mixer to be given away during the sale. Valid Wednesday, November 11, 2020 Only.

ADMISSION TICKET

PREFERRED FRIENDS

Since 1946
Stewart's
TV & APPLIANCE

Register to WIN a Special 100 Anniversary Edition KitchenAid® Queen of Hearts Mixer

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission. One entry per customer. One Mixer to be given away during the sale. Valid Wednesday, November 11, 2020 Only.

8.5" x 11" folds down to 5.5" x 8.5"
Printed on Heavy Cover Stock



8.5 INCHES WIDE



ONE DAY ONLY • Thursday, October 29th • 10am–7pm

MAYTAG Whirlpool
AMANA
KitchenAid
JENNAIR
Electrolux
FRIGIDAIRE
GE APPLIANCES

Dear Friends and Family,

We hope you will join us for our **Customer Appreciation Sale** on **October 29th**, from 10am to 7pm.

For **ONE DAY ONLY**, you will have an opportunity to take advantage of some of our **LOWEST PRICES & BEST DEALS OF THE YEAR!** We are a member of a Multi-Billion dollar buying organization and have negotiated Special Offers on appliance brands including Maytag, Whirlpool, KitchenAid, Amana, Jenn-Air, Electrolux, Frigidaire, GE and more! Save on laundry & kitchen appliance models, including Special Orders. You will get our best prices and still qualify for ALL Manufacturer Rebates.

This VIP Sale will not be advertised on television, radio or in the newspaper. Take advantage of **12 Months Special Financing** during the sale.

We are here to serve you after the sale. It pays to buy from a locally owned business!

Dealer Staff
 (Excludes sales excluded)

Selling & Servicing Major Appliances in Tucson Since 1956

CHRISTIE'S

7255 E. Broadway at S. Kolb • (520) 296-7218

*See above for complete details of all offers, restrictions and exclusions. © 2020. All rights reserved. 888-888-XXXX

REGULAR
46.9¢
Includes Postage

**SPECIAL
SALE PRICE
ONLY
41.9¢**

Dealer Name
Street Address
City, State ZIP

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

**POSTMASTER: Please Deliver X/XX, X/XX, X/XX
OR CURRENT RESIDENT**

*Doug Nelson
115 Mississippi Ave
Crystal City, MO 63019*

Artwork Version: BF4039X

CHRISTIE'S
Appliance Co.

*Customer Appreciation
Sale*

Thursday, October 29th • 10am-7pm



ONE DAY ONLY • Thursday, October 29th • 10am–7pm

MAYTAG® Whirlpool®

AMANA®

KitchenAid®

JENNAIR®

Electrolux

FRIGIDAIRE®

GE APPLIANCES

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Previous sales excluded

Selling & Servicing Major Appliances in Tucson Since 1956

CHRISTIE'S
Appliance Co.

7255 E. Broadway at S. Kolb • (520) 296-7218

S Kolb Rd



CHRISTIE'S
Appliance Co.

East Broadway

*See store for complete details of all offers, financing and rebates. ®/™ © 2020. All rights reserved. HUB Pre-Approval XXXXXX. BF4039X cheitert ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

Smith
Furniture & Appliance

125 East Main St.
Pleasant, US 12345
(800) 555-4319

PRESORT STANDARD
U.S. POSTAGE
PAID
INVIGORATE
MEDIA

**POSTMASTER: Please Deliver X/XX, X/XX, X/XX
OR CURRENT RESIDENT**

UP TO **\$35**
**DELIVERY
REBATE****

**on purchases \$499 & up

24
MONTHS
0% INTEREST!

Pre-

Smith
Furniture & Appliance

BLACK FRIDAY

4 DAYS ONLY!

Private Sale

THURSDAY *thru* SUNDAY • NOVEMBER 12th — 15th • 8AM — 8PM

Pre- BLACK FRIDAY Private Sale

4 DAYS ONLY!

Smith
Furniture & Appliance
125 East Main St.
Pleasant, US 12345
(800) 555-4319

THURSDAY *thru* SUNDAY • NOVEMBER 12th – 15th • 8AM – 8PM

AMANA® Whirlpool® MAYTAG® KitchenAid®

FRIGIDAIRE® Electrolux® GE APPLIANCES

Dear Friends & Family,

You are invited to our **EXCLUSIVE PRE-BLACK FRIDAY PRIVATE SALE EVENT** on **November 12 thru 15** from **8am–8pm**.

Take advantage of our **BEST DEALS of the Year** on all of your favorite brands! Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, receive rebates on qualified appliance models throughout the store. **HUGE SAVINGS** on Closeouts, Scratch-n-Dents, One-of-a-Kinds and more!

24 MONTHS 0% INTEREST!^

This PRIVATE SALE is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Discounted prices will only be available during these sale hours!

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff



See store for complete details of all offers, financing and rebates. ^0% APR with Equal Monthly Payments for 24 months. Subject to credit approval. Minimum monthly payments required. See store for details. ©/™ © 2020. All rights reserved. 01BF4597WP_PreBlackFriday cheitert ©2020 Invigorate Media, LLC. All Rights Reserved. 800-770-5219.

CUSTOMER APPRECIATION

SALE

CHRISTIE'S
Appliance Co.

7255 E. Broadway Blvd.
Tucson, AZ 85710

775-782-5099

7 HOURS ONLY!

Thursday, November 12th
1pm–8pm

Artwork Version: LE3424WP

AMANA® **Whirlpool®** **MAYTAG®** **KitchenAid®**

Dear Friends & Family,

You are invited to our annual **Customer Appreciation Sale!**

7 Hours Only!

Thursday, November 12th from 1PM to 8PM

Take advantage of our **BEST DEALS** of the Year on all brands including **Amana®, Whirlpool®, Maytag® & KitchenAid®!** Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, receive rebates on qualified appliance models throughout the store.

This **PRIVATE SALE** is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Bring a friend and **enter our in-store drawing to win a brand new KitchenAid® Stand Mixer!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff



KitchenAid®
In-Store Drawing
for a KitchenAid®
Stand Mixer!

See sales associate for details.

12 MONTHS
SPECIAL
FINANCING*

SAVE BIG
ON CLOSEOUTS!

FREE
DELIVERY &
HAUL AWAY



Preferred Friends

ADMISSION
TICKET

Register for your chance to WIN
a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission at **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, November 12, 2020 ONLY.

Preferred Family

ADMISSION
TICKET

Register for your chance to WIN
a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission at **STORE NAME**. One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, November 12, 2020 ONLY.

*See store for complete details on all claims, offers, financing & rebates. ®/™ © 2020. All rights reserved. HUB approval XXXXXX.
LE3424WP © 2020 Invigorate Media. 1-800-770-5219.

Pre- BLACK FRIDAY Private Sale

4 DAYS ONLY!

Smith
Furniture & Appliance
125 East Main St.
Pleasant, US 12345
(800) 555-4319

THURSDAY *thru* SUNDAY • NOVEMBER 12th – 15th • 8AM – 8PM

AMANA® Whirlpool® MAYTAG® KitchenAid®

FRIGIDAIRE



Electrolux



GE APPLIANCES

Dear Friends & Family,

You are invited to our **EXCLUSIVE PRE-BLACK FRIDAY PRIVATE SALE EVENT** on **November 12 thru 15** from **8am-8pm**.

Take advantage of our **BEST DEALS of the Year** on all of your favorite brands! Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, receive rebates on qualified appliance models throughout the store. **HUGE SAVINGS** on Closeouts, Scratch-n-Dents, One-of-a-Kinds and more!

24 MONTHS 0% INTEREST!^

This PRIVATE SALE is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Discounted prices will only be available during these sale hours!

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff



UP TO **\$35**
DELIVERY
REBATE**

**on purchases \$499 & up

24
MONTHS
0% INTEREST!^

Holiday Headstart

Private Sale

Marty's
APPLIANCE

1770 Hwy 395
Minden, NV 89423
775-782-5099

Artwork Version: LE4455WP

THURSDAY, DECEMBER 10TH • 3PM–8PM

AMANA® Whirlpool® MAYTAG® KitchenAid®

Dear Friends & Family,

You are invited to our annual **Holiday Headstart Private Sale!**

5 HOURS ONLY!

Thursday, December 10th from 3PM to 8PM

Take advantage of our **BEST DEALS** of the Year on all brands including **Maytag®, Whirlpool®, KitchenAid® & Amana®!** Now is the time to save on every Laundry & Kitchen Appliance. In addition to our **Year's Lowest Prices**, receive rebates on qualified appliance models throughout the store.

This **PRIVATE SALE** is for **Letter Holders ONLY** and will NOT be advertised anywhere else. Bring a friend and **register for a chance to win a brand new KitchenAid® Stand Mixer!**

Make plans to attend. As always, we are here to serve you after the sale.

Hope to see you then!

Dealer Staff

KitchenAid®
You could win
a KitchenAid®
Stand Mixer!

See sales associate for details.



Preferred Friends ADMISSION TICKET

Register for your chance to WIN a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission to **STORE NAME** One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, December 10, 2020 ONLY.

Preferred Family ADMISSION TICKET

Register for your chance to WIN a KitchenAid® Stand Mixer!

Name: _____

Address: _____

Phone: _____

E-mail: _____

Please present this ticket for admission to **STORE NAME** One KitchenAid® Stand Mixer to be given away during the sale. Valid Thursday, December 10, 2020 ONLY.

**SAVE
BIG
ON CLOSEOUTS!**

**12
MONTHS
SPECIAL
FINANCING***

**FREE
DELIVERY &
HAUL AWAY**

*See store for complete details on all claims, offers, financing & rebates. *// © 2020. All rights reserved. HUB approval XXXXX. LE4455WP © 2020 Invigorate Media. 1-800-770-5219.



Private Sale Order Form

Email orders to: **ORDER@InvigorateMedia.com**
or Fax orders to: **636-794-3223**

Sales: **1-800-770-5219** Doug Nelson or Bill Menkhus

Business Name: _____ Contact Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Cell: _____ Email: _____
Buying Group: _____ **Whirlpool Dealers** - Want us to file your HUB co-op paperwork on your behalf?: ☐ YES!
Whirlpool Rep: _____ **HUB Log-in Username:** _____ **Password:** _____

Step 1

Sale Date: *Order Deadline is 3 weeks prior to sale*

Indicate your sale date here: _____

Step 2

Please List Artwork Version Number

Artwork Version highlighted in yellow, ie Version: LE3424WP)

Indicate number here: _____

Step 3

Promotion: *Include the following special offer:* ☐ **KitchenAid Stand Mixer** ☐ **Lucky Number** ☐ **None**

(NOTE: Lucky Number not available on "Save the Date!" card)

Step 4

Quantity Single Family Homes: **Select One**

Letter (8.5"x11") ☐ 1. 5,000 - \$2,443 ☐ 2. 10,000 - \$4,139

Letter (8.5"x14") ☐ 1. 5,000 - \$2,543 ☐ 2. 10,000 - \$4,339

Save the Date! ☐ 1. 5,000 - \$2,593* ☐ 2. 10,000 - \$4,439

Bi-fold Postcard (8.5" x 11") ☐ 1. 5,000 - \$2,543 ☐ 2. 10,000 - \$4,339

Add 3¢ for Lucky Number or \$225 for Mixer

(NOTE: Lucky Number only available on orders 10,000+)

Additional Mailers, Add:

LETTER (11") - 39.9¢ each • LETTER (14") - 41.9¢ each

SAVE THE DATE! - 42.9¢ each* • BI-FOLD POSTCARD - 41.9¢ each

(*after discount) **Add I SCFs: Add \$100**

Step 5

Financing & Special Offers: *All offers are solely the retailer's responsibility.* ie. Financing, Rebates, Free Delivery, etc.

Financing offer terms - # of Months ie. 6, 12, 18 _____; With Payments? YES or NO; Minimum Purchase: \$_____;

List your special offers here: _____

Step 6

Signature (REQUIRED): _____ (Your order will not be processed without a signature)

Invigorate Media has no responsibility for, nor may payment be contingent upon, availability of featured merchandise. Invigorate Media shall not be responsible for nondelivery or damage to printed materials owing to acts of God, strikes, shipping failures, timeliness of post office or any other causes beyond its control. Direct mail costs are based on US postal rates as of January 2019 and are subject to change without notice.

Step 7

Select ONE: ☐ 1. Zip Codes - Complete Below **OR** ☐ 2. Let us run a radius around your store

Call us for free consultation on selecting your mailing list

1.	2.	3.	4.	5.
6.	7.	8.	9.	10.

Pricing Includes: \$50,000+ Household Median Income

• Single Family Home Mailing List | Letter 8.5" x 11" • Letter 11" x 14" • Save the Date 6.25" x 11.5" • Bi-Fold Postcard 8.5" x 11" | • Single Family Home Postage

Additional Costs: Reverse Side color printing...Add 4¢ • Dealer Customer List or Consumer Income List with Many Demo Choices...Add 5¢